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PATENT

THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Ruben Hernandez Confirmation No. 1052
Application No. : 10/035,345
Filed : December 28, 2001
Title : METHOD AND APPARATUS FOR IN-STORE MEDIA ADVERTISING

Grp./Div. : 2623
Examiner : Shirley Chang

Docket No. : 42090/E329

APPLICATION TO WITHDRAW AS ATTORNEYS OF RECORD
IN PENDING APPLICATION

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

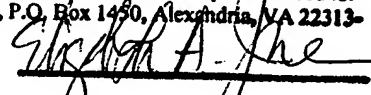
Post Office Box 7068
Pasadena, CA 91109-7068
August 15, 2006

Commissioner:

The undersigned, for themselves and for all other persons appointed by Applicant in the Declaration and Power of Attorney executed on March 4, 2002, apply to withdraw as attorneys of record in the above-identified application. The undersigned have express authority and power to act for said other persons, as evidenced by the enclosed copy of a Reciprocal Authorization Re Withdrawal of Attorneys before the U.S. Patent Office and executed by the undersigned and all of said other persons.

Applicant's whereabouts is unknown to the undersigned and therefore has not been advised in writing of this withdrawal. Attempts to notify the Applicant have been made to Applicant's last known address (taken from the California Secretary of State Business Portal website) but the correspondence came back undelivered (see attached copy of correspondence and envelope).

A copy of this Notice of Withdrawal as Attorneys of Record is being mailed to the Applicant's last known address at 5455 Wilshire Blvd., Suite 1900, Los Angeles, California 90036.

I hereby certify that this correspondence is being deposited with the
U.S. Postal Service as first class mail in an envelope addressed to:
Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-
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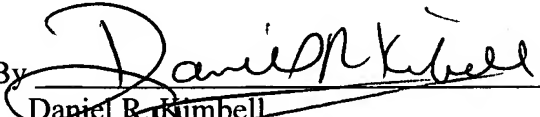
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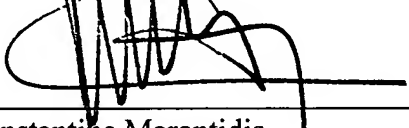
Please address all future correspondence to the applicant's last known address, which is
5455 Wilshire Blvd., Suite 1900, Los Angeles, California 90036.

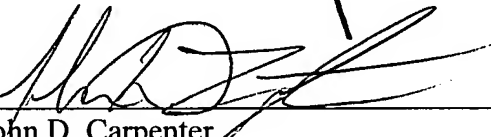
This request to withdraw is being submitted in triplicate (**original plus two copies**).

Respectfully submitted,

CHRISTIE, PARKER & HALE, LLP

By 
Daniel R. Kimbell
Reg. No. 34,849
626/795-9900

By 
Constantine Marantidis
Reg. No. 39,759
626/795-9900

By 
John D. Carpenter
Reg. No. 34,133
626/795-9900

DRK/eaj

Enclosures: Application to Withdraw (2 copies)
Reciprocal Authorization Re Withdrawal...

cc: Ruben Hernandez

EAJ PAS679276.1-* -07/10/06 8:24 AM

THE UNITED STATES PATENT AND TRADEMARK OFFICE


**RECIPROCAL AUTHORIZATION RE WITHDRAWAL OF ATTORNEYS
UNDER 37 C.F.R. § 1.36**

To facilitate and to enable the undersigned persons (each of whom is or has been associated with the firm Christie, Parker & Hale) to withdraw as attorneys of record in any matter before the Patent and Trademark Office in any patent, design patent or trademark matter in which any of the undersigned persons have been appointed as principal attorneys, each of the undersigned persons hereby authorizes and appoints any three (3) of the undersigned persons as agents and representatives in connection with the withdrawal as attorneys of record in any such matter, and to sign a request for leave to withdraw as attorneys of record in any such matter under 37 CFR § 1.36.

D. Bruce Prout
D. Bruce Prout
Reg. No. 20,958

Edwin L. Hartz
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Reg. No. 24,166

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Withdrawal of Attorneys

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Felix L. Fischer

Felix L. Fischer
Reg. No. 31,614

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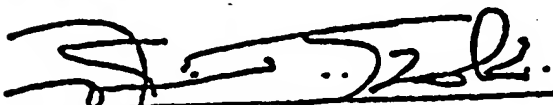
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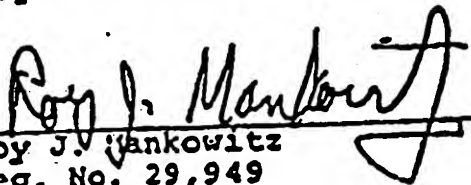
Marcia A. Devon
Reg. No. 31,947



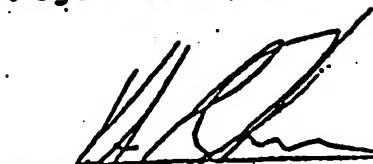
Gordon R. Lindeen, III
Reg. No. 33,192



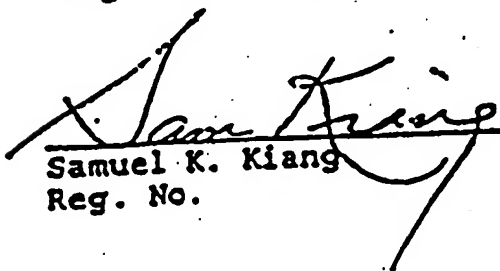
Joseph L. Szabo
Reg. No. 22,687



Roy J. Mankowitz
Reg. No. 29,949



Keith L. Johnson
Reg. No. 34,630



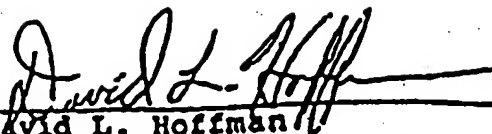
Samuel K. Kiang
Reg. No.



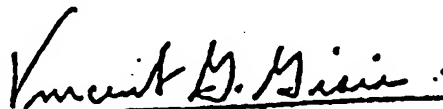
Simon K. Lee
Reg. No. 32,476



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Reg. No. 39,739



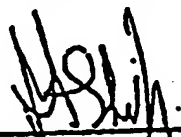
David L. Hoffman
Reg. No. 32,469



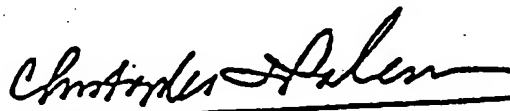
Vincent G. Gioia
Reg. No. 19,959



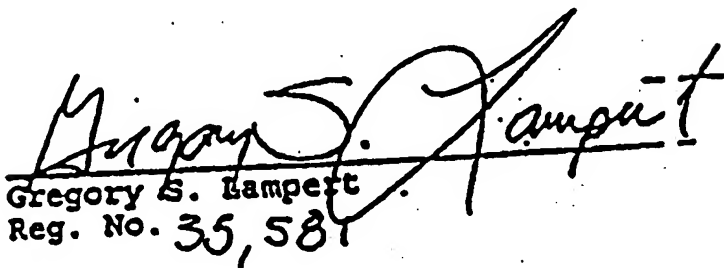
John D. Carpenter
Reg. No. 34,133



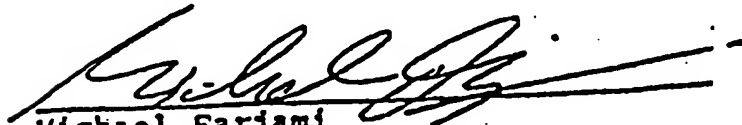
Janice A. Sharp
Reg. No. 34,051



Christopher J. Palermo



Gregory S. Lampert
Reg. No. 35,581



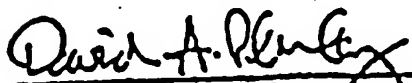
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Reg. No. 37,238



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Reg. No. 31,135

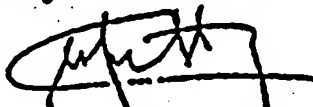

R. Dabney Eastham
Reg. No. 31,247

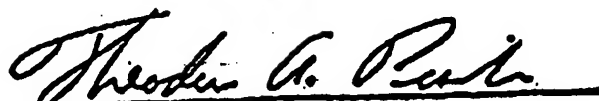

Syed A. Hasan
Reg. No. 41,057

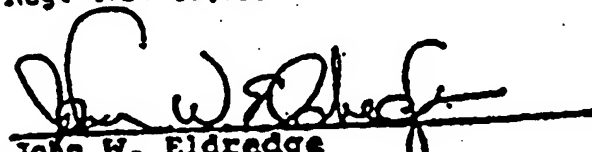

Lee W. Tower
Reg. No. 30,229



Jeffrey P. Wall
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Patrick J. S. Khouye
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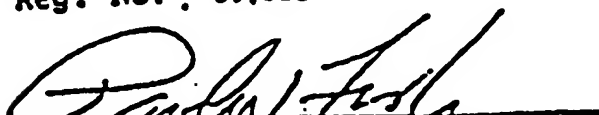

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Roderick G. Borman
Reg. No.

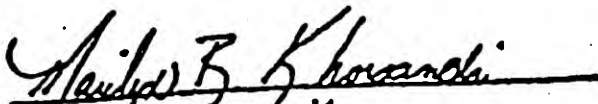

Paul W. Fish
Reg. No. 22,435



William J. O'Brien
Reg. No.

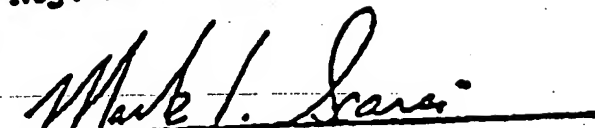
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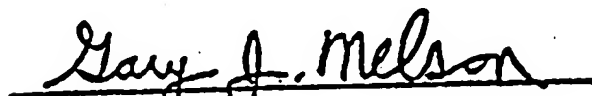
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Kyle L. Elliott
Reg. No. 39,485

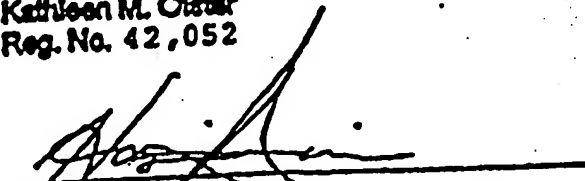

Marilynn R. Khorsandi
Reg. No. 45,744

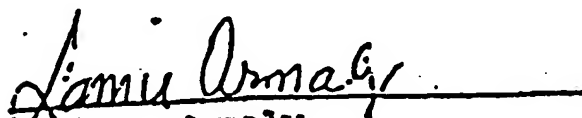

Marc Morris
Reg. No. 38,976

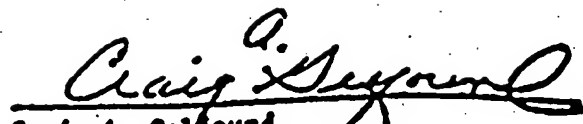

Mark C. Scarsi
Reg. No.



Gary J. Nelson
Reg. No. 44,257

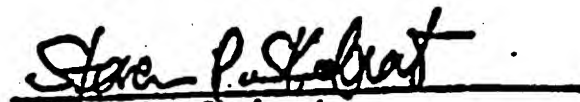

Kathleen M. Oister
Reg. No. 42,052

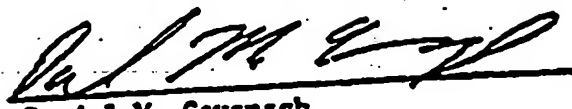

Hazim H. Ansari
Reg. No. 40,896

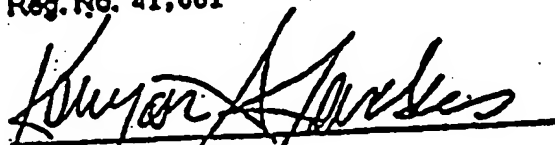

Samir B. Arnaly
Reg. No. 40,898

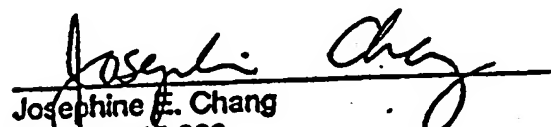

Craig A. Gelfound
Reg. No. 41,032

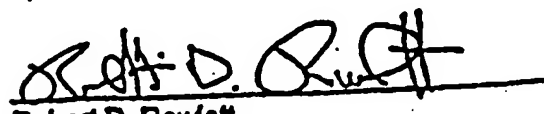

Jeffrey A. Fehervari
Reg. No.

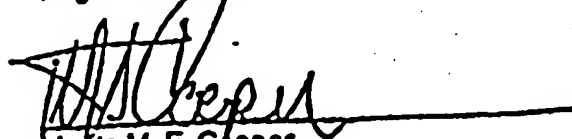

Steven P. Skabrat
Reg. No. 36,279


Daniel M. Cavanagh
Reg. No. 41,661


Kenyon S. Jenckes
Reg. No. 41,873

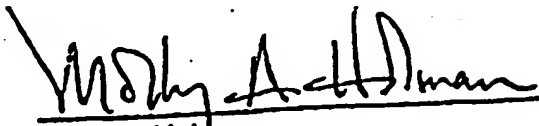

Josephine E. Chang
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Robert D. Rowlett
Reg. No. 41,279



Monie M. F. Cooper
Reg. No.

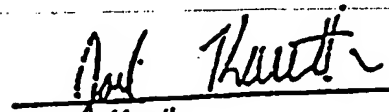
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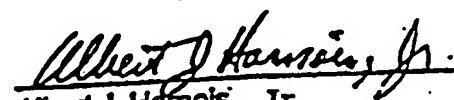
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Molly A. Holman
Reg. No. 40,002



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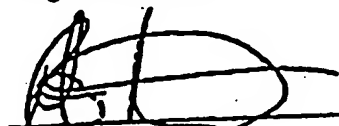

Norman E. Carls
Reg. No. 30,455

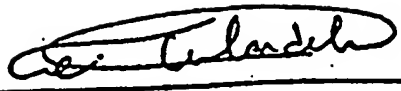

Joel A. Kauth
Reg. No. 41,886

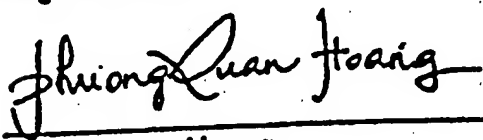

Albert J. Harms, Jr.
Reg. No. 46,123

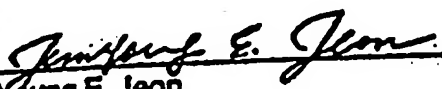

Patrick Y. Ikenara
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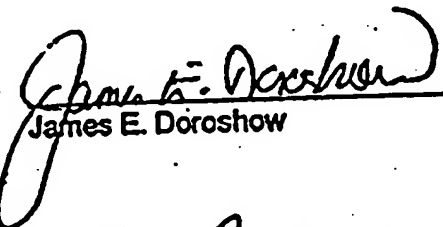

Peter J. Reitan
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Phuong-Quan Hoang
Reg. No. 41,839


Jun-Young E. Jeon
Reg. No. 43,693


Kathy Mojib
Reg. No. 41,409


James E. Doroshow

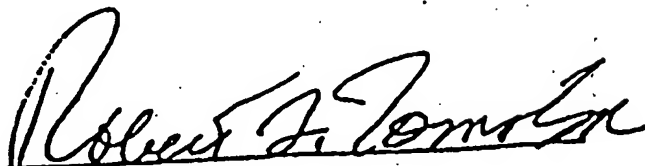

Gary S. Dukarich

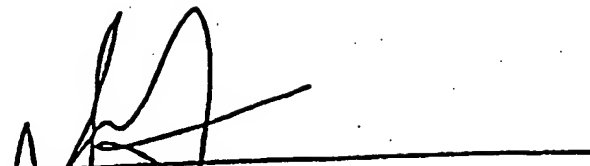

Daniel R. Kimbell
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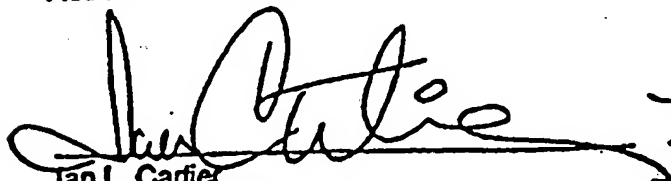

Theresa W. Middlebrook

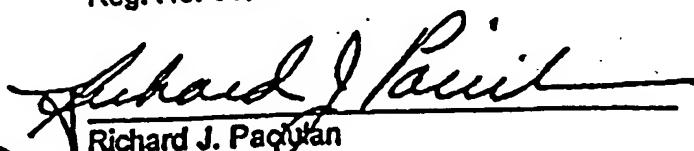
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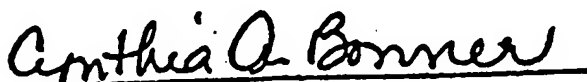
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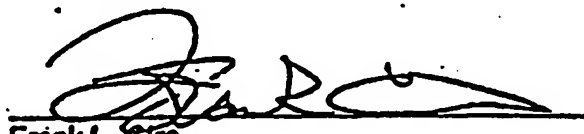

Robert L. Toms, Sr.

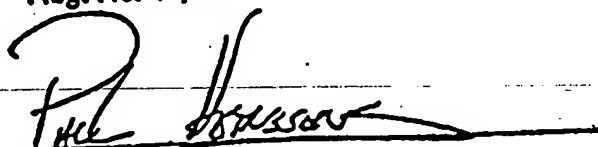

John F. O'Rourke
Reg. No. 38,985

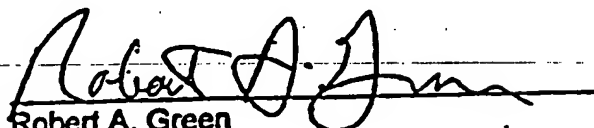

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Reg. No. 28,248



Cynthia A. Bonner
Reg. No. 44,548


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Reg. No. 42,419

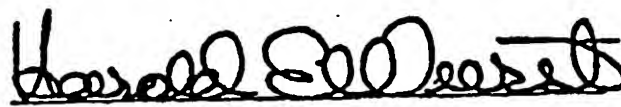

Paul Heynssens
Reg. No. 47,648



Robert A. Green
Reg. No. 28,301

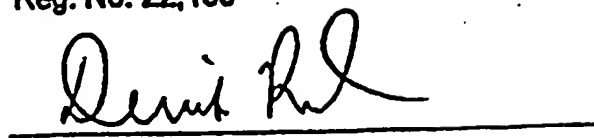

Marc A. Karish
Reg. No. 44,816



Alan M. Kindred

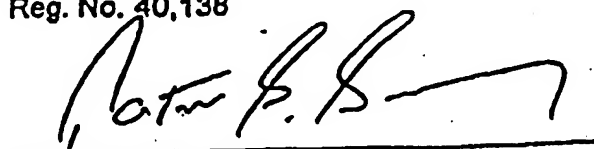

Charles A. Halloran
Reg. No.


Harold E. Wurst
Reg. No. 22,183


Stephen E. Johnson
Reg. No. 45,916



Derrick W. Reed
Reg. No. 40,138

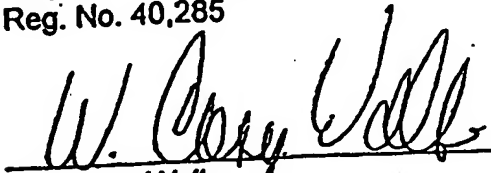

Peter A. Nichols
Reg. No. 47,822

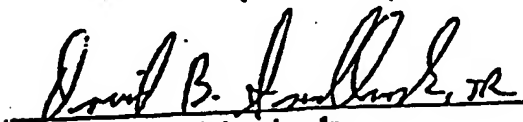

Patrick S. Schoenburg

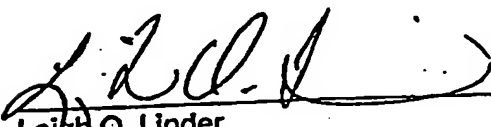
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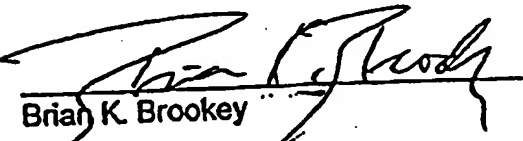
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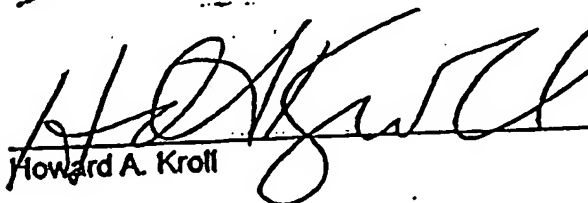

Stephen D. Burbach
Reg. No. 40,285



W. Casey Walls

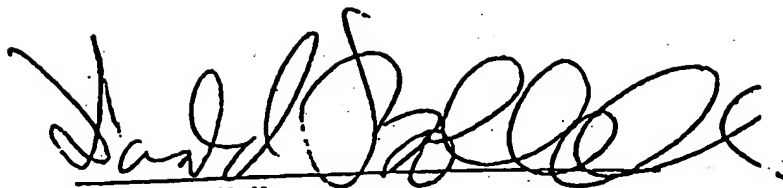

David B. Sandelands, Jr.
Reg. No. 46,023

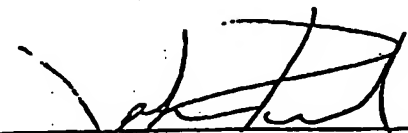

Leigh O. Linder

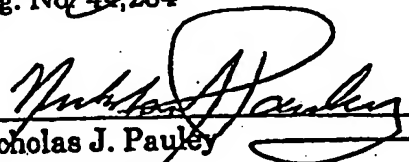

Brian K. Brookey



Howard A. Kroll

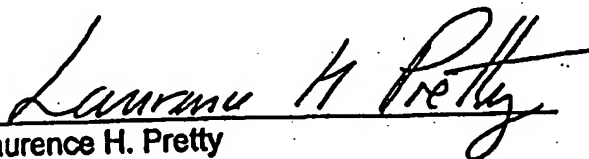

Heidi L. Eisenhut
Reg. No. 46,812



Donald Bollella
Reg. No. 35,451

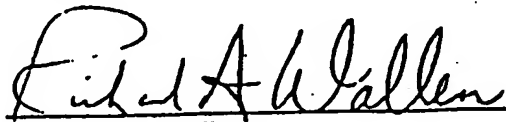

John W. Peck
Reg. No. 44,284


Nicholas J. Pauley
Reg. No. 44,999


Mark J. Marcelli
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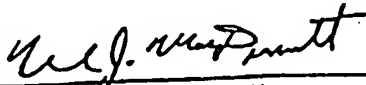

Laurence H. Pretty
Reg. No. 25,312


Robert A. Schroeder
Reg. No. 25,373

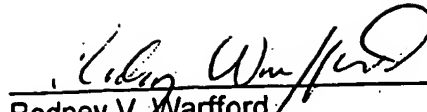

Richard A. Wallen
Reg. No. 22,671

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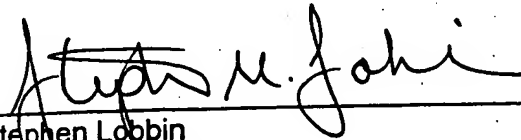
Michael J. MacDermott
Reg. No. 29,946



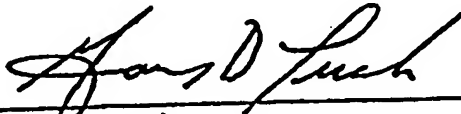
Rodney V. Warford
Reg. No. 51,304



Anne Wang
Reg. No. 36,045



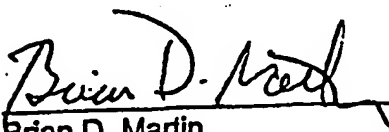
Stephen Lobbin
Reg. No. 41,159



Gary B. Lueck



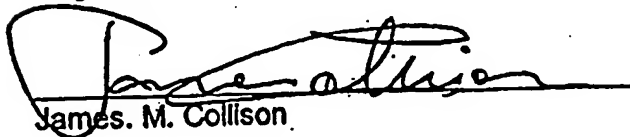
Ksenya Medvedev
Reg. No.



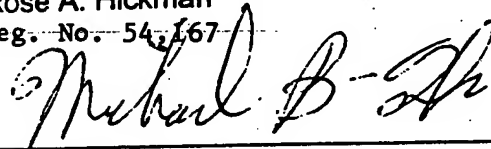
Brian D. Martin
Reg. No. 47,771



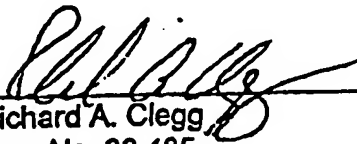
Rose A. Hickman
Reg. No. 54,167



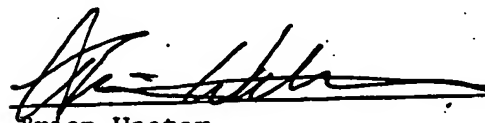
James M. Collison



Michael B. Farber
Reg. No. 32,612



Richard A. Clegg
Reg. No. 33,485



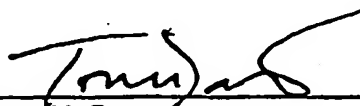
Brian Wacter
Reg. No.



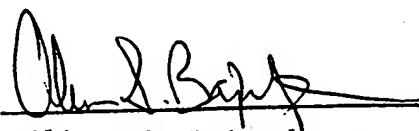
Natu J. Patel
Reg. No. 39,559



Brian L. Yates
Reg. No.



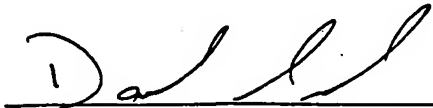
Tom H. Dao
Reg. No. 44,641



Oliver S. Bajracharya
Reg. No. 55,905

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David J. Steele
Reg. No. 47,317



Fariba Sirjani
Reg. No. 47,947



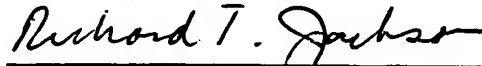
Peter C. Hsueh
Reg. No. 45,574



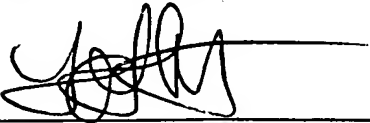
Jonathan S. Miller
Reg. No. 48,534



Colin T. Dorrian
Reg. No. 54,658



Richard T. Jackson
Reg. No.



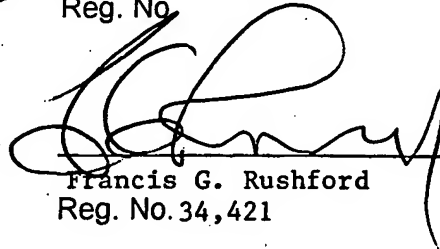
Lauren E. Schneider
Reg. No.



Michael S. Guntersdorfer
Reg. No.



Robert P. Auerbach
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Francis G. Rushford
Reg. No. 34,421



Saied Mirsafien
Reg. No. 52,035



Andrew D. Sitzer
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